

Grand Organ, 9, 11 and 4:50
Chimes at Stroke of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Taking Good Care of the Mid-Winter Needs of a Great City

Many of Us Are Rather Old to Begin Going to School Again

but we shall have to do it.

The last four years have zigzagged almost everything in the world's governments, transportation, commerce, banking, insurance and what not.

The shaking up of the world has brought on new conditions to be met. To know how to do our part well under new circumstances, we shall have to go to school again and be taught.

No one man, not even a coterie of men, is wiser than all men. It is for us to be patient, make haste slowly, and, under Providence, trust to the average common sense of the American to bring the nation through its great work.

Each of us must hopefully and steadfastly do our best in the places we are in and become fit for citizenship in the New America coming.

We are to have a new Philadelphia, new Churches, new schools and be laborers together to make our dreams come true.

The Army and Navy of patriots belonging to this organization shall do its part.

[Signed] *John Wanamaker*

Jan. 13, 1919.

New and Beautiful French Trimmings in the Dress Trimmings Shop—

will give you any number of suggestions for the trimming of your new afternoon or evening gown. Now that people are entertaining again and women are interested in party frocks, we are having ever so many requests for just such things as these.

There are new wide net bands with shadowy designs worked out in tinsel thread and gold or silver, with rich colorings—these are lovely.

And there are many new sapphire bead trimmings—some on net, with the blue beads or spangles alone, others combined with other colors or black.

The new flouncings are charming. There are handsome new jet trimmings and all-overs and numbers of new garnitures and separate ornaments.

(Main Floor, Central)

Fine Philippine Undermuslins

Quite the prettiest things we have had yet—indeed, they are rather wonderful for the money with their delicate sprays and colada work. The chemises are all of the envelope persuasion and one has its top in Empire style, and prices are \$3 to \$5.50.

Nightgowns are \$4.75 to \$9.50.
(Third Floor, Central)

THE Gray Salons announce a special showing of new spring millinery for women who wear black.

Straw and crepe, silk and crepe, silk and straw hats for morning and afternoon wear; hats for southern wear, are all included in the collection.

(Second Floor, Chestnut)

Crepe de Chine Waists of a Prettiness

All tailored, one with tucked collar and tiny pleatings, price \$5.50; one with squares of hemstitching, price \$6.75, and one with box pleats even on the collar, price \$9.50. Each style may be had in flesh color and white.

(Third Floor, Central)

2000 Yards Outing Flannel White Sale Special 38c a Yard

Aside from the good quality the width is one of the special features of this outing flannel, for it is 36 inches wide.

In light colored striped effects, particularly nice for nightgowns, pajamas, petticoats and children's wrappers.

(First Floor, Chestnut)

Japanese Cotton Crepe Reduced

Because we have more than we want of the natural or pongee color the price goes down to 35c a yard—a saving of 30c. Lots of it is sold for curtains among other uses.

Also some brown and white and green and white tussling is being closed out at \$1 for ten yards. If it were blue and white we shouldn't think of lowering the price.

(Fourth Floor, Chestnut)

We Counted the 50c Voiles—Just to Make Sure

And we found 115 styles at this one price alone!

Moreover, they are all the new Spring designs, and there is everything from the quietest little all-over patterns to checks and large patterns and every color one could wish. They are 39 and 40 inches wide.

From the way things look now, these voiles are going to be the basis of a great many Spring frocks.

(First Floor, Chestnut)

Warm and Cozy Blanket Bathrobes for Little Folk

For small tots of 1 to 3 years there are soft, warm blanket robes in pink or pale blue at \$3.50 and \$3.75 each.

For older children of 6 to 14 years there are other blanket robes, in soft rose shades or pretty Copenhagen blue, also eiderdown in pink and blue, bound with satin and finished with satin buttons. These are well made, in several styles, and are \$4.50 to \$7 each.

(Third Floor, Chestnut)

"CAFENOIRA" isn't the name of a new talking machine, but of one of the best coffee-makers known, being made of glass. Prices \$5.50 to \$15, according to the number of cups it holds. (Fourth Floor, Central.)

AEROVENTS are small rubber ventilators for pillows—they put new life into the feathers. 10c for set of four. (Fourth Floor, Central.)

ASBESTOS table mats, platter size, will prevent marring of the polished top, and are only 25c. (Fourth Floor, Central.)

A PARTICULARLY good can opener can be had for 10c just at the present moment. (Fourth Floor, Central.)

FOR mincing parsley, onions and other green things, and for cutting noodles a device with rotary knives can be added to your kitchen outfit for 65c. (Fourth Floor, Central.)

Plenty of Room-Size Whittall Rugs in the Sale Here

People who have visited other sales invariably show surprise on seeing our large assortment of the most desirable sizes of these famous Anglo-Persian Wilton rugs.

The savings on these and on other rugs in the sale range from a fourth to a third.

Anglo-Persians

9x12 ft., \$84.50.
8x10 ft., \$82.50.
6x9 ft., \$62.50.
10x16 ft., \$110.
10x13 ft., \$107.50.
11x15 ft., \$189.50.
(Seventh Floor, Chestnut)

Men's French Fleece Caps of Versatile Style

Wear them as round turbans, or with visors down, or with the band pulled down over ears and neck, forming a helmet that leaves only the face exposed.

Knitted and then felled, the fulling closing up the stitch holes but leaving the elasticity.

In a variety of good colors at \$2.

(Main Floor, Market)

Good, Roomy, Low-Priced Leather Handbags

These bags are of black seal grain goatskin with tan leather linings and metal frames. They are in the large, capacious "service" shape that is so good for shopping and other utilitarian purposes.

Price \$2.50.

(Main Floor, Chestnut)

A Good Starting Point Is Queen Mary Shampoo

It is cleansing and most people find that it removes dandruff. A very large bottle costs only 50c. Then "Phytalia" hair tonic, with its invigorating qualities and pleasant odor, 60c, \$1, \$1.85 and \$3.75 a bottle.

Such treatment will go far toward keeping the hair in first-class condition during the cold weather.

(Main Floor, Chestnut)



The Schomacker Piano (Made in Philadelphia)

"It is strange," remarked a man the other day, "that such a home loving and music loving city as Philadelphia has not more piano factories."

"Not so strange," rejoined his companion, "when you consider that one of the great pianos of America is made here, and that the people of Philadelphia take almost the entire output."

And that is true. With eight conspicuous exceptions, comparatively few Schomacker pianos have gone outside this city. The inimitable Schomacker tone finds a sure echo in the hearts of Philadelphians and musicians here are fully capable of forming their own judgments of the quality of an instrument without advice from outside. In the words of the man in the street, they "know a good thing when they see it."

The conspicuous exceptions noted were the cases of eight of the former Presidents of the United States, each of whom had a Schomacker piano in the White House. To some people the Schomacker is known as The Piano of the Presidents.

If you have heard a Schomacker piano you can understand how the output of this splendid instrument would be scarcely sufficient for its friends and neighbors at home. If you have not heard a Schomacker we shall be glad to play one for you, the next time you are in the Store. It will put you under no obligation whatever.

(Egyptian Hall, Second Floor)

New Blankets, New Quilts, New Spreads All Specially Priced

The sequence of new shipments arriving in the Bed Clothing Store to sell at special prices is the most notable in our memory.

Practically every day brings reinforcements to keep the stocks fresh and adequate to the needs of the real winter season.

In addition to the unusual succession of new groups that have been coming in for some weeks, we now have ready another fresh lot of wool-filled blankets to sell at special price. 72x84 inches, at \$15; 60x84 inches at \$12.50; 78x90 inches at \$18 a pair.

We are also showing another fine new lot of wool-filled quilts, covered in fine saten in desired colors and with plain borders. These are specially priced at \$10 each. Three fresh groups of spreads are ready. 300 satin finished snowwhite bedspreads, 2x2 1/2 yards and 2 1/4x3 1/2 yards, special at \$9.25 each.

100 more honeycomb weave spreads in Marseilles patterns, double bed size, special at \$2 each.

500 honeycomb weave spreads of an excellent kind, single bed size, special at \$2 each.

(Sixth Floor, Central)

Boys, Better a Good Mackinaw Than a Bad Cold

Good Mackinaws are here in a very good choice of green, brown and gray shades, in sizes for boys of 8 to 18 years at \$13.50 to \$15.

Fine warm overcoats also, for boys of 8 to 10 years, at \$13.50 to \$25, and for boys of 11 to 18 years at \$22.50 to \$35.

Suits of our own high grade for boys of 8 to 18 years at \$18 to \$30.

All of these prices are as low as they can be for mackinaws, overcoats and suits of the same quality.

(Second Floor, Central)

Spring Fashions in New Serge and Jersey Dresses—For Young Women

Though the serge dresses are usually of the conventional blue, the Jersey dresses are in other shades—soft fawn-like tans, pretty grays, Burgundy shades and other colors.

Ever so many are the straight-line dresses which are so youthful and so becoming to many types. Sometimes they are braided, sometimes

beaded and quite often tucked, horizontally.

The serges are firm and all wool, the Jerseys are fine of weave, and the dresses made in those simple, pleasing styles which girls and young women of discriminating taste will like.

\$20, \$25 and \$32.50, in 14 to 20 year sizes—and particularly good for their prices, too.

Plaid and Striped Skirts Specials at \$14.75

Just as pretty as they can be and in a soft all-wool prunella or worsted, and they are the dark rich colors that most women want.

For fear there might not be enough we have added a few from regular stock and reduced them to the same low price.

Some are plaided, some more in sports style with novelty pockets. Colors are taupe-gray, blue, green, brown and black-and-white effects.

(First Floor, Central)

Women's Everyday Handkerchiefs

They are of sturdy Irish linen, in two weights, sheer or the heavier cambric weight.

They are well made, of good quality and plain hemstitched. Price, \$1.70 a dozen.

(Main Floor, Central)